



City of Hollister
Storm Water Management Plan
Annual Report

Reporting Period February 2, 2006 – June 30, 2007

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ATTACHMENTS Numbers 1, 2, 3, 4, 5, 6, 7, 8, 9

City of Hollister

ANNUAL REPORT FOR REPORTING PERIOD FEBRUARY 2, 2006 – JUNE 30, 2007

General Permit for the Discharger of Storm Water from Small Municipal Separate Storm Sewer Systems (General Permit)

Permit Information:

Contact Person(s):	Steve Wittry, Engineering Manager Danny Hillstock, Utility Engineer
Mailing Address:	375 Fifth Street
City, State and Zip Code:	Hollister, CA 95023
Phone Number:	(831) 636-4340
Waste Discharge Identification (WDID#):	3 35MS04062
Reporting Period:	Coverage Commencement (February 2, 2006 – June 30, 2007)

Executive Summary:

The City of Hollister submitted a Notice of Intent for the Phase II Storm Water Permit requirements for small municipal separate storm sewer systems (MS4s) to the central coast Regional Water Quality Control Board. On February 2, 2006, the central coast Regional Water Quality Control Board accepted the final revisions of Hollister's Storm Water Management Plan (SWMP) and issued the NPDES Small MS4S General Permit, Order Number 2003-0005-DWQ, Waste Discharge Identification Number (WDID#) 3 35MS04062. The City's SWMP plan outlines a comprehensive 4 year plan to establish a number of Best Management Practices (BMPs) to help reduce the discharge of pollutants into waterways and to protect local water quality cause by storm water and urban water run-off within the corporate limits of Hollister.

Presently, the City is under a building moratorium from the State of California Regional Water Quality Control Board because of the City's lack of domestic sanitary sewer capacity to sustain additional growth. As a result of the moratorium, the City is not receiving development fees that would have normally funded the storm water pollution programs. The effects of the moratorium coupled with the down-turn in the economy have resulted in Hollister's reserve funds to diminish significantly requiring program funding cuts, reductions in services, and positions with the City to be eliminated.

Until such time as a new sanitary sewer treatment plant is built and development growth is restored to Hollister, the population and basic conditions are expected to remain essentially the same as it was when the Storm Water Management Plan was approved. Therefore, the City believes that all of the Best Management Practices approved under the City's Storm Water Management Plan are still appropriate storm water pollution mitigation measures at this time.

It is anticipated that the City's SWMP will be fully implemented by the end of June, 2009. The City of Hollister is still committed to and progressing forward with its Storm Water Management Program, and is please to report on its success.

Minimum Control Measure No. 1

Public Education and Outreach

<i>BMP</i>	<i>Description</i>	<i>Status</i>				
		Implemented	Not Implemented	Modified	Effective	Unknown
PE – 1	Web Page	X			X	
PE – 2	Bulletins, Brochures and Fact Sheets	X			X	
PE – 3	Television Advertising		X			X
PE – 4	Storm Drain Marking	X			X	

General Summary:

PE-1 WEB PAGE: The City of Hollister has added a link to its web page to provide public awareness about storm water pollution. The public now has the opportunity to visit the City website and receive information on storm water management.

PE-2 Bulletins, Brochures and Fact Sheets: The City includes a storm water pollution awareness message to its residents' utility bills. Storm water pollution awareness literature was also distributed at the Spotlight on Hollister trade show and job fair which was open to the public and other government agencies. In addition, a storm water pollution awareness message will now be included as part of Water Resources Association's quarterly news letter beginning September 2007.

PE-3 Television Advertising: This BMP is the television broadcasting of information material regarding storm water pollution. This activity has not been implemented due to City budgetary problems which have resulted in funding cuts and staff reductions. It is anticipated that it will be implemented by January 2008. It is noted however that in 2002, the City's partner agency, San Benito County, along with the Counties of Monterey and Santa Cruz entered into a MOU to implement media messages for general recycling, litter abatement and used oil and oil filter recycling. The group is called the Central Coast Recycling Media Coalition. The group produces, among other themes, a new TV and radio Public Service Announcement (PSA) annually to address the proper way to dispose of used oil and oil filters. Those PSA's either directly or indirectly address or display the storm drains and why it is important to ensure this material (used oil) is kept from being disposed of improperly--i.e. this is our drinking water supply.

PE-4 Storm Drain Marking: The storm drain marking BMP is an existing program. As new catch basins are added to the system they are marked with a do not pollute storm drain message stenciled on the catch basin. The program has been supplemented by the inclusion of a comprehensive numbering/identification system of catch basins to allow residents to relay information about a particular catch basin for City response.

Status of Measurable Goals:

PE-1 Web Page: This measurable goal was met. A link providing storm water information was added to the City's web site in June 2007. The City has the ability to check the status of how many visits have been made to the link, and will begin doing so. Those results will be included with the submittal of the next Annual Report.

PE-2 Bulletins, Brochures and Fact Sheets: This measurable goal was achieved, however, not at the time proposed by the storm water management plan. The reason for the slight delay was due to the City's budget problems.

Along with the San Benito County Economic Development Corporation and Hollister Chamber of Commerce, the City of Hollister co-sponsored the annual Spotlight on Hollister Trade Show and Job Fair at the Veterans Memorial on May 18th and staffed an information booth to provide stormwater pollution prevention literature. Exhibits were displayed and literature provided to attending members of the public on the subject of water conservation and protection. The event occurred from about 2PM to 8PM to allow more attendance of the public after work hours. Various flyers and information was presented in a binder titled "You Can Help Prevent Stormwater Pollution" for examination and the following literature was provided for distribution to the public:

- "After the Storm" - A Citizen's Guide to Understanding Stormwater (see attachment # 1)
~25 copies displayed - 5 copies remained ~ 20 copies taken
- "Keep our neighborhoods and waters healthy and clean." (see attachment # 2)
~50 copies displayed - 25 copies remained ~ 25 copies taken
- "Bottoms Up." What can *you* do to help prevent stormwater pollution? (see attachment # 3)
~50 copies displayed - 20 copies remained ~ 30 copies taken

In addition to the literature, a working groundwater model was exhibited to demonstrate how contaminated water (represented by blue-dyed water) in rivers, streams, ponds, etc. can migrate into our groundwater and be drawn into drinking water wells. The Water Conservation Program Manager for the Water Resource Association of San Benito County, represents the City of Hollister as a member agency, and has demonstrated the need for pollution prevention using this groundwater model at several other events as shown below:

- After School Program at Luna Apts. with 2 classes of ~60 students for ~120 people
- Middle-school field trips to Lessalt Water Treatment Plant and San Justo Reservoir with the demonstration to approximately 115 students, teachers and parents
- Annual Water Awareness Festival in May exhibited to another 5 -10 people
- Ag in the Classroom Program, which provided demonstrations to seven classes of about 20 each for ~140 students and adult attendees.
- Approximately 400 people total have observed the demonstration over the past year.

In June 2007, the City included a storm water pollution awareness message (see attachment # 4) in approximately 6010 customers' utility bills, and in July 2007, the same message was sent to another 3007 customers. That message will continue to be sent to roughly 3000 customers each month as an awareness reminder. Beginning in September 2007, a storm water pollution awareness message will be include in the Water Resources Association Quarterly letter.

PE-3 Television Advertising: This activity has not been implemented yet due to City budgetary problems which have resulted in funding cuts and staff reductions. It is anticipated that it will be implemented by January 2008.

PE-4 Storm Drain Marking: This measurable goal was met. It is noted that this program is an on going process. There are 1647 drain inlets tied into the storm drain system with approximately 1230 marked with a storm water pollution awareness message. Of the 1647 drain inlets 417 need to be marked. That work is being coordinated through the City's partner agency, San Benito County Integrated Waste Management. The program has been supplemented by the inclusion of a comprehensive numbering/identification system of catch basins.

Effectiveness:

PE-1 Web Page was implemented by the City of Hollister in June 2007. The City will now begin tracking visits the storm water link and perform a comparative analysis to determine its effectiveness. The results of that analysis will be included with the next annual reporting period report.

As shown under the status of measurable goals section above, PE-2 Bulletins, Brochures and Fact Sheets is a successful and effective BMP.

PE-3 Television Advertising cannot be evaluated for effectiveness at this time because it has not been implemented yet due to City budget problems. It is anticipated that it will be implemented by January 2008. Following its implementation, an analysis will be performed to determine its effectiveness. The results of that analysis will be included with the next annual reporting period report.

As shown under the status of measurable goals section above, PE-4 Storm Drain Marking is a successful and effective BMP. This BMP is an on-going process. Currently, of the 1647 drain inlets 417 need to be marked. That work is being coordinated through the City's agency partner, San Benito County Integrated Waste Management. A status report on progress will be made with the next Annual Reporting.

Proposed Modifications: There are no modifications proposed at this time.

Summary of Storm Water Activities the City Plans to Undertake Next Reporting Period:
The storm water activities that the City of Hollister plans to undertake during the next reporting cycle are PE-2, PE-5, and PE-6 as outlined in the City's approved storm water management plan. In addition, the City anticipates implementing PE-3 by January 2008.

Minimum Control Measure No. 2

Public Involvement and Participation

<i>BMP</i>	<i>Description</i>	<i>Status</i>					
		Implemented	Not Implemented	Modified	Effective	Unknown	Not Effective
PP-1	Public Meetings	X			X		
PP-3	Web Page		X			X	
PP-4	River Clean-up Day	X			X		
PP-5	City Employee Training	X			X		

General Summary:

PP-1 Public Meetings: The City's storm water management plan was presented to the City of Hollister City Council and public at a City Council meeting on July 17, 2006. During the meeting the public was offered the opportunity to make comment. There was no public comment at the meeting. At that meeting the City Council received and approved the plan.

PP-3 Web Page: This activity is to place a public comment section on the City's Web Page to take suggestions and comments on the City's SWMP. It was originally schedule to take place by the end of year 2. However, it has not been implemented yet due to City budgetary problems which have resulted in funding cuts and staff reductions. It is anticipated that the City will implement this activity in October 2007

PP-4 River Clean-up Day: River clean-up day is a BMP that is co-sponsored by San Benito County Integrated Waste Management, City of Hollister, and San Benito County Water District. The City is actively involved in this program which helps remove debris from local creeks and rivers.

PP-5 City Employee Training: City staff participated in Low Impact Development Training sponsored by the California Regional water Quality Control Board in July 2007. Due to City budgetary problems which have resulted in funding cuts and staff reductions other training opportunities have not been accomplished.

Status of Measurable Goals:

PP-1 Public Meetings: The measurable goal was met. The Storm Water Management Plan was presented to the Hollister City Council, City departments, and the community in a public City Council meeting (**See attachment # 5**). The City Council received and approved the plan. There was no public comment at the meeting.

PP-3 Web Page: This activity has not been implemented yet due to City budgetary problems which have resulted in funding cuts and staff reductions. It is anticipated that it will be implemented in October 2007.

PP-4 River Clean-up Day: This measurable goal was met. The River Clean-up event was held on April 21, 2007. There were over 500 students and 30 other volunteers who removed about 10 tons of debris from various locations along the river. The City of Hollister provided 2 employees, a dump truck, and a front-end loader to assist with the work.

PP-5 City Employee Training: This measurable goal was achieved, however, not at the time proposed by the storm water management plan. The reason for the slight delay was due to the City's budget problems. One City employee participated in the Low Impact Development Training sponsored by the California Regional Water Quality Control Board in July 2007. Due to City budgetary problems which have resulted in funding cuts and staff reductions other training opportunities have not taken place yet.

Effectiveness:

As shown under the status of measurable goals section above, PP-1 Public Meetings is a successful and effective BMP.

PP-3 Web Page cannot be evaluated for effectiveness at this time because it has not been implemented yet due to City budget problems. It is anticipated that it will be implemented by October 2007. Following its implementation, the City will track the number of comments, as well as the percentage that require action by the City. From that information an analysis will be performed to determine the BMP's effectiveness. The results of that analysis will be included with the next annual reporting period report.

As shown under the status of measurable goals section above, PP-4 River Clean-up Day is a successful and effective BMP.

As shown under the status of measurable goals section above, PP-5 City Employee Training is a successful and effective BMP. As the City's financial situation gets better, in the future more employees will be able to participate in training efforts.

Proposed Modifications: There are no modifications proposed at this time.

Summary of Storm Water Activities the City Plans to Undertake Next Reporting Period: The storm water activities that the City of Hollister plans to undertake during the next reporting cycle are PP-2 as outlined in the City's approved storm water management plan. In addition, the City anticipates implementing PP-3 by January 2008.

Minimum Control Measure No. 3

Illicit Discharge Detection and Elimination

<i>BMP</i>	<i>Description</i>	<i>Status</i>				
		<i>Implemented</i>	<i>Not Implemented</i>	<i>Modified</i>	<i>Effective</i>	<i>Unknown</i>
ID-1	Storm Drain Mapping	X			X	
ID-2	Discharge Testing & Inspection	X			X	
ID-3	Hazardous Waste Collection	X			X	
ID-5	Video Surveillance Program	X				X

General Summary: ID-1 Storm Drain Mapping: The City has maintained a storm drain system map which identifies storm drain lines and outfalls for several years. The City has begun an identification process to provide further documentation of each catch basin and storm drain manhole within the City's storm drain system, and which will reduce the opportunity for illicit discharge connections to the system.

ID-2 Discharge Testing & Inspection: The City inspects each storm drain system outfall annually, and continues such as part of their maintenance program. At the onset of the first storm of the season, water samples are collected and analyzed to determine pollutants from the "first flush" event. The intent of this BMP is to gather water quality information and perform a comparative analysis to determine if action is required to deal with pollutants of concern.

ID-3 Hazardous Waste Collection: This is an existing on-going program co-sponsored by the city of Hollister and its partner agency San Benito County Integrated Waste Management. The program allows residents to drop off their hazardous wastes at the landfill for proper disposal. Efforts have been made to further publicize this program to the Latino community.

ID-5 Video Surveillance Program: The City currently maintains a video library of its storm drain system. The City has determined that the tapes are in good condition, and will use those tapes in the future to compare against new video footage to detect illicit discharge connections to the City's storm drain system.

Status of Measurable Goals: ID-1 Storm Drain Mapping: This measurable goal was met. The City maintains a system map which is updated to identify new lines and catch basins added to the system. Routine maintenance and inspection of catch basins during the wet and dry seasons are also performed. In August 2007, the City began an identification process to provide further documentation of each catch basin and storm drain manhole within the City's storm drain system. This activity is slightly behind schedule due to City budgetary problems which have resulted in funding cuts and staff reductions. It is anticipated that the City will complete the activity in September 2007.

ID-2 Discharge Testing & Inspection: This measurable goal was met. During this first round of storm water testing, samples were taken from all outfalls locations and analyzed to establish baseline information. During the first storm of the next rainy season water samples will again be taken and analyzed. A comparative analysis will be performed using the baseline data and the data gathered the next year. From the results of the comparative analysis the City will be able to more closely estimate if there are problem areas that require attention. See attachment # 6 for the results of the first round storm water sampling.

ID-3 Hazardous Waste Collection: This measurable goal was met. Every 3rd Saturday of the month, Haz-Mat trained City of Hollister and County of San Benito employees receive hazardous household materials, and categorize and package it for appropriate treatment and disposal. A message in Spanish regarding the program will be included in future program flyers.

ID-5 Video Surveillance Program: This measurable goal was partial met. The City's library of its storm drain system has been documented to be in good condition (see attachment # 7). However, new video footage is not being filmed due to City budgetary problems which have resulted in funding cuts and staff reductions. It is anticipated that the City will resume this activity in January 2008.

Effectiveness:

As shown under the status of measurable goals section above, ID-1 Storm Drain Mapping is a successful and effective BMP.

As shown under the status of measurable goals section above, ID-2 Discharge Testing & Inspection is a successful and effective BMP.

As shown under the status of measurable goals section above, ID-3 Hazardous Waste Collection is a successful and effective BMP.

As shown under the status of measurable goals section above, ID-5 Video Surveillance Program is a successful and effective BMP.

Proposed Modifications: There are no modifications proposed at this time.

Summary of Storm Water Activities the City Plans to Undertake Next Reporting Period:
The storm water activities that the City of Hollister plans to undertake during the next reporting cycle are ID-4, and ID-6 as outlined in the City's approved storm water management plan.

Minimum Control Measure No. 4

Construction Site Storm Water Control

<i>BMP</i>	<i>Description</i>	<i>Status</i>				
		Implemented	Not Implemented	Modified	Effective	Unknown
CS-1	Grading Ordinance Adoption		X			X
CS-2	Adoption of Construction BMPs		X			X

General Summary:

CS-1 Grading Ordinance Adoption: This BMP is the adoption of a grading ordinance. It was originally schedule to take place by the end of year 2. However, it has not been implemented yet due to City budgetary problems which have resulted in funding cuts and staff reductions.

CS-2 Adoption of Construction BMPs: This BMP is the adoption of existing BMP manuals. This BMP is coupled with the implementation of CS-1. Both BMPs were originally schedule to take place by the end of year 2. However, they have not been implemented yet due to City budgetary problems which have resulted in funding cuts and staff reductions.

Status of Measurable Goals:

CS-1 Grading Ordinance Adoption: This measurable goal has not been met at this time. The City has a draft ordinance about 50% complete. It is anticipated that this BMP will be implemented by January 2008. A report on the measurable goal of this BMP will be included with the next reporting period annual report.

CS-2 Adoption of Construction BMPs: This measurable goal has not been met at this time. It is anticipated that the BMP will be implemented by January 2008. A report on the measurable goal of this BMP will be included with the next reporting period annual report.

Effectiveness:

CS-1 Grading Ordinance Adoption cannot be evaluated for effectiveness at this time because it has not been implemented yet due to City budget problems. A report on the effectiveness of this BMP will be included with the next reporting period annual report.

CS-2 Adoption of Construction BMPs cannot be evaluated for effectiveness at this time because it has not been implemented yet due to City budget problems. A report on the effectiveness of this BMP will be included with the next reporting period annual report.

Proposed Modifications: There are no modifications proposed at this time.

Summary of Storm Water Activities the City Plans to Undertake Next Reporting Period:

The storm water activities that the City of Hollister plans to undertake during the next reporting cycle are CS-1, CS-2, and CS-3 as outlined in the City's approved storm water management plan.

Minimum Control Measure No. 5

Post-Construction Storm Water Management

<i>BMP</i>	<i>Description</i>	<i>Status</i>				
		Implemented	Not Implemented	Modified	Effective	Unknown
PC-1	General Plan Land Use Criteria	X			X	

General Summary:

PC-1 General Plan Land Use Criteria: The City of Hollister has adopted a new General Plan with all of the State of California required elements (see attachment # 8). In addition, the City Council certified the Environmental Impact Report for the Hollister General Plan (see attachment #9). The document adopted several policies, project design mitigations, and implementation measures for water quality, infiltration and storm water runoff in developed areas.

Status of Measurable Goals:

PC-1 General Plan Land Use Criteria: This measurable goal was met. A General Plan was adopted in December 2005 which provides the framework for storm water management ordinances which subsequently will be adopted by the City of Hollister.

Effectiveness:

As shown under the general summary and status of measurable goals sections above, PC-1 General Plan Land Use Criteria is a successful and effective BMP.

Proposed Modifications: There are no modifications proposed at this time.

Summary of Storm Water Activities the City Plans to Undertake Next Reporting Period:
The storm water activities that the City of Hollister plans to undertake during the next reporting cycle are PC-2, and PC-3 as outlined in the City's approved storm water management plan.

Minimum Control Measure No. 6

Pollution Prevention and Good Housekeeping for Municipal Operations

<i>BMP</i>	<i>Description</i>	<i>Status</i>					
		Implemented	Not Implemented	Modified	Effective	Unknown	Not Effective
GH-3	City Employee Training		X			X	

General Summary:

GH-3 City Employee Training: This activity has not been implemented due to City budgetary problems which have resulted in funding cuts and staff reductions.

Status of Measurable Goals:

GH-3 City Employee Training: This measurable goal has not been met at this time. It is anticipated that the BMP will be implemented by January 2008. A report on the measurable goal of this BMP will be included with the next reporting period annual report.

Effectiveness:

GH-3 City Employee Training cannot be evaluated for effectiveness at this time because it has not been implemented yet due to City budget problems.

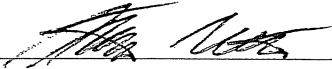
Proposed Modifications: There are no modifications proposed at this time.

Summary of Storm Water Activities the City Plans to Undertake Next Reporting Period:

The storm water activities that the City of Hollister plans to undertake during the next reporting cycle are GH-1, and GH-2 as outlined in the City's approved storm water management plan. In addition, the City anticipates implementing GH-3 by January 2008.

Certification

"I certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations."



Signature of Permittee (legally responsible person)

9-21-07

Date Signed

STEVE WITBY

Name (printed)

ENGINEERING MANAGER

Title